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ANALYSIS OF THE ENTERPRISE'S LIQUIDITY RISK AND DEVELOPMENT OF MEASURES TO REDUCE IT

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Abstract. The article examines the essence of the liquidity risk of an enterprise and the features of its formation in the digital economy. An analysis of liquidity indicators is carried out using the example of EPAM SYSTEMS LLC, an enterprise operating in the field of IT services. The level of solvency is assessed using the coefficients of current, quick and absolute liquidity. The main factors affecting liquidity risk are identified, in particular the specificity of cash flows, dependence on external contracts and currency fluctuations. Measures are proposed to reduce liquidity risk, aimed at optimizing working capital, improving receivables management and implementing financial planning.

Keywords: liquidity, liquidity risk, solvency, IT enterprise, cash flows, financial management.

The purpose of the article is to assess the liquidity risk of EPAM SYSTEMS LLC, identify the factors contributing to its emergence, and develop practical measures to minimise this risk while maintaining the enterprise's solvency and financial stability. The study is based on the enterprise's financial statements for the period under review and applies financial, comparative and ratio analysis, generalisation and trend modelling.

The study assesses balance sheet liquidity, absolute, quick and current liquidity ratios, working capital, as well as integral and overall solvency indicators. The findings indicate an improvement in the financial position of EPAM SYSTEMS LLC and a strengthening of its liquidity and solvency. The enterprise demonstrated sufficient capacity to meet its current obligations, while the positive dynamics of working capital and solvency indicators confirm an increase in financial stability. At the same time, the significant excess of liquidity ratios over their recommended levels indicates the need to improve the efficiency of current asset management and prevent the excessive accumulation of liquid

resources.

The scientific novelty lies in the comprehensive assessment of liquidity risk in an IT enterprise through the integrated application of balance sheet liquidity analysis, absolute and relative liquidity indicators, solvency assessment and trend modelling. This approach makes it possible to identify specific factors affecting liquidity risk in the IT sector, including the scale and dynamics of accounts receivable, uneven cash inflows, dependence on external contracts and exposure to foreign exchange fluctuations.

The practical significance of the research is determined by the possibility of applying the proposed approaches to liquidity risk management in IT companies and other service enterprises. The recommended measures include strengthening accounts receivable monitoring, implementing rolling financial planning, maintaining an optimal liquidity reserve, improving foreign exchange risk management and conducting regular scenario analysis of cash flows.

The study concludes that effective liquidity management should combine the preservation of the enterprise's payment capacity with the efficient allocation and use of financial resources. Such an approach contributes to maintaining financial stability while reducing the costs associated with excessive liquidity.

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